Institut
de la statistique
Québec

Study on the Language of
E-commerce Tools Used by Businesses

About the study

The *Study on the Language of E-commerce Tools Used by Businesses* aims to provide a picture of the languages used by businesses located in Québec when selling their products and services online and providing information to their customers. This study is being conducted at the request of the Office québécois de la langue française.

Mandatory participation

Your business has been selected to participate in this study. Given the importance of the study results, your business's participation is mandatory in accordance with the *Act respecting the Institut de la statistique du Québec* (CQLR, chapter I-13.011).

Confidentiality

The information must be sent to the Institut de la statistique du Québec (Statistique Québec) as requested in this questionnaire. Statistique Québec guarantees that the data provided by your business as part of this study will be kept confidential.

For quality and training purposes, telephone conversations with Statistique Québec agents are recorded. Any person who does not want their conversation to be recorded can notify the agent at the beginning of the call.

Assistance

If you require assistance, please contact the Direction de la gestion de la collecte by telephone at 1-800-561-0213 or by e-mail at collecte_internet@stat.gouv.qc.ca.

Instructions

▶ Do not mail or fax the questionnaire back to us. To participate in the study, you must complete the online questionnaire as soon as possible, by following the instructions in the letter or e-mail you received.

▶ If you do not have the exact information for certain sections of the questionnaire, please provide the best possible estimate.

▶ To answer all the questions, you may have to consult others working at your business.

Definitions

The definitions below refer to the terms in the questionnaire marked with an asterisk (*).

CMA
Census metropolitan area.

Application
Web or mobile application that allows a business to sell its products and services online, including setting up a store, receiving payments and building a catalogue.

Web applications are software that run directly on the Internet and do not need to be installed on a computer, smartphone, tablet or other device.

Mobile applications are software that can be downloaded to a smartphone or tablet from an online application platform such as App Store (iOS), Google Play (Android), Microsoft Store or Samsung Galaxy Store.

Section 1   Business profile

1   **Does your business have any establishments in Québec other than the one located at the address indicated in the e-mail or letter we sent you?**

☐   Yes

☐   No   → Go to question 6

2   **Does your business have at least one establishment in the following regions?**

		Yes	No
a)	Montreal Island	☐	☐
b)	Laval	☐	☐
c)	Lanaudière	☐	☐
d)	Laurentides	☐	☐
e)	Montérégie	☐	☐
f)	Elsewhere in Québec (Bas-Saint-Laurent, Saguenay–Lac-Saint-Jean, Capitale-Nationale, Mauricie, Estrie, Outaouais, Abitibi-Témiscamingue, Côte-Nord, Nord-du-Québec, Gaspésie–Îles-de-la-Madeleine, Chaudière-Appalaches, Centre-du-Québec)	☐	☐

→ If you answered "Yes" to question 2c, answer question 3.

→ If you answered "Yes" to question 2d, answer question 4.

→ If you answered "Yes" to question 2e, answer question 5.

→ If you answered "No" to questions 2c, 2d and 2e, go to question 6.

3   **In Lanaudière, does your business have at least one establishment in the following regions?**

		Yes	No
a)	Montreal CMA* (Charlemagne, L'Assomption, Lavaltrie, L'Épiphanie, Mascouche, Repentigny, Saint-Lin–Laurentides, Saint-Sulpice, Terrebonne)	☐	☐
b)	Elsewhere in Lanaudière	☐	☐

4   **In the Laurentides, does your business have at least one establishment in the following regions?**

		Yes	No
a)	Montreal CMA* (Blainville, Boisbriand, Bois-des-Filion, Deux-Montagnes, Gore, Kanesatake, Lorraine, Mirabel, Oka, Pointe-Calumet, Rosemère, Saint-Colomban, Sainte-Anne-des-Plaines, Sainte-Marthe-sur-le-Lac, Sainte-Thérèse, Saint-Eustache, Saint-Jérôme, Saint-Joseph-du-Lac, Saint-Placide)	☐	☐
b)	Elsewhere in the Laurentides	☐	☐

5 **In Montérégie, does your business have at least one establishment in the following regions?**

		Yes	No
a)	Montreal CMA* (Beauharnois, Belœil, Boucherville, Brossard, Candiac, Carignan, Chambly, Châteauguay, Coteau-du-Lac, Delson, Hudson, Kahnawake, La Prairie, Léry, Les Cèdres, Les Coteaux, L'Île-Cadieux, L'Île-Perrot, Longueuil, McMasterville, Mercier, Mont-Saint-Hilaire, Notre-Dame-de-l'Île-Perrot, Otterburn Park, Pincourt, Pointe-des-Cascades, Richelieu, Saint-Amable, Saint-Basile-le-Grand, Saint-Bruno-de-Montarville, Saint-Constant, Sainte-Catherine, Sainte-Julie, Saint-Isidore, Saint-Lambert, Saint-Lazare, Saint-Jean-sur-Richelieu, Saint-Mathias-sur-Richelieu, Saint-Mathieu, Saint-Mathieu-de-Belœil, Saint-Philippe, Saint-Zotique, Terrasse-Vaudreuil, Varennes, Vaudreuil-Dorion, Vaudreuil-sur-le-Lac, Verchères)	☐	☐
b)	Elsewhere in Montérégie	☐	☐

6 **What year did your business start operating?**

Please think of the date the business started its operations, not the date of acquisition by the current owner.

☐ Before 1991

☐ 1991 to 2005

☐ 2006 to 2015

☐ 2016 to today

7 **What was your business's revenue for the most recent full fiscal year?**

☐ Less than $1 million

☐ $1 million to less than $10 million

☐ $10 million or more

8 **Is your business franchised or attached to a banner, chain, group, or parent company?**

☐ Yes

☐ No

Section 2   **Online sales**

9   **For how many years has your business been receiving orders over the Internet or selling online?**

Please consider sales of products for which orders were received and purchase commitments made over the Internet. Payment does not need to have been made over the Internet.

Exclude orders received by phone, fax or e-mail.

☐ Less than 1 year

☐ 1 year to less than 2 years

☐ 2 years to less than 5 years

☐ 5 or more years

Material goods or physical objects include clothing, books, office supplies, hardware, personal and household items, food and beverages (sold outside restaurants), etc.

10   **Among the products sold online by your business, are there any material goods or physical objects?**

☐ Yes

☐ No

Services include transportation and accommodation services, food and beverages sold in restaurants, tickets to shows, events or venues, activity registrations, etc.

11   **Among the products sold online by your business, are there any services?**

☐ Yes

☐ No

Digital products include music or video downloads, electronic books, online newspapers or magazines, online video games, online applications, software or subscriptions, online courses or training, etc.

12   **Among the products sold online by your business, are there any digital products that are downloadable or directly accessible on the web other than digital gift cards?**

☐ Yes

☐ No

13   **Does your business sell online to customers in the following geographic markets?**

		Yes	No
a)	Province of Québec	☐	☐
b)	Outside of Québec (other Canadian provinces or outside of Canada)	☐	☐

14   **Does your business sell online to the following types of customers?**

		Yes	No
a)	Individuals	☐	☐
b)	Businesses	☐	☐
c)	Governments and other non-commercial organizations	☐	☐

15 **Does your business receive orders over the Internet or make online sales using the following tools?**

Please consider sales of products for which orders were received and purchase commitments made over the Internet. Payment does not need to have been made over the Internet.

Exclude orders received by phone, fax or e-mail.

		Yes	No
a)	Your business's website	☐	☐
b)	Your business's application*	☐	☐
c)	The website or application* of the banner, chain, group or parent company (if your business is affiliated with one of these types of organizations)	☐	☐
d)	The website or application* of another business or organization, e.g. a regional or industry association, or a company such as Amazon, Expedia, eBay, Just Eat, Doordash, etc.	☐	☐

Section 3   Your business's website

➜ If you answered "Yes" to question 15a, answer section 3. Otherwise, go to section 4.

16 **In question 15a, you indicated that your business uses its own website. Where are decisions about the content of your business's website generally made?**

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

17 **Is your business's website available in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➜ If you answered "Yes" to questions 17a <u>and</u> 17b, answer question 18. Otherwise, go to question 19.

18 **On your business's website, is there:**

☐ as much content in French as in English?

☐ more content in French than in English?

☐ more content in English than in French?

19 **On your business's website, are there any documents such as operating instructions, data sheets, catalogues, brochures, flyers, menus, contracts, etc.?**

☐ Yes

☐ No   ➜ Go to question 21

20 Are the documents on your business's website available in French?

☐ All are available in French.

☐ Some are available in French but not all.

☐ None are available in French.

21 On your business's website, is there:

☐ A payment module managed by your business?

☐ A payment module managed by an external payment processing company?

☐ No payment module? → Go to section 4

22 Is the payment module on your business's website available in the following languages?

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

Section 4   Your business's application

→ If you answered "Yes" to question 15b, answer section 4. Otherwise, go to section 5.

23 In question 15b, you indicated that your business uses its own application*. Where are decisions about the content of your business's application* generally made?

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

24 Is your business's application available in the following languages?

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

→ If you answered "Yes" to questions 24a and 24b, answer question 25. Otherwise, go to section 5.

25 On your business's application, is there:

☐ as much content in French as in English?

☐ more content in French than in English?

☐ more content in English than in French?

Section 5 Website or application of the banner, chain, group or parent company

➜ If you answered "Yes" to question 15c, answer section 5. Otherwise, go to section 6.

26 **In question 15c, you indicated that your business uses the website or application* of its banner, chain, group or parent company. Where are decisions about the content of this website or application* generally made?**

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

27 **Is the website or application of your business's banner, chain, group or parent company available in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➜ If you answered "Yes" to questions 27a <u>and</u> 27b, answer question 28. Otherwise, go to section 6.

28 **On the website or application of your business's banner, chain, group or parent company, is there:**

☐ as much content in French as in English?

☐ more content in French than in English?

☐ more content in English than in French?

Section 6   Social media

29   To present its goods and services to its customers, does your business have a Facebook account?

Please exclude the personal accounts of your business's managers or employees.

☐ Yes

☐ No   ➔ Go to question 33

30   Where are decisions about the content of your business's Facebook account generally made?

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

31   Is your business's Facebook account available in the following languages?

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➔ If you answered "Yes" to questions 31a <u>and</u> 31b, answer question 32. Otherwise, go to question 33.

32   On its Facebook account, does your business post:

☐ as much content in French as in English?

☐ more content in French than in English?

☐ more content in English than in French?

33   To present its goods and services to its customers, does your business have an Instagram account?

Please exclude the personal accounts of your business's managers or employees.

☐ Yes

☐ No   ➔ Go to question 37

34   Where are decisions about the content of your business's Instagram account generally made?

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

35 **Is your business's Instagram account available in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➔ If you answered "Yes" to questions 35a <u>and</u> 35b, answer question 36. Otherwise, go to question 37.

36 **On its Instagram account, does your business post:**

☐ as much content in French as in English?

☐ more content in French than in English?

☐ more content in English than in French?

37 **To present its goods and services to its customers, does your business have a LinkedIn account?**
Please exclude the personal accounts of your business's managers or employees.

☐ Yes

☐ No ➔ Go to section 7

38 **Where are decisions about the content of your business's LinkedIn account generally made?**

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

39 **Is your business's LinkedIn account available in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➔ If you answered "Yes" to questions 39a <u>and</u> 39b, answer question 40. Otherwise, go to section 7.

40 **On its LinkedIn account, does your business post:**

☐ as much content in French as in English?

☐ more content in French than in English?

☐ more content in English than in French?

Section 7   Other e-commerce tools

Digital newsletter means an e-mail to which Internet users can subscribe to receive regular news about a business's offers.

41 **Does your business send a digital newsletter to its customers to offer its goods and services?**

☐ Yes

☐ No   ➜ Go to question 44

42 **Where are decisions about the content of your business's digital newsletter generally made?**

☐ In Québec

☐ Elsewhere in Canada

☐ Outside of Canada

43 **Is your business's digital newsletter available in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

44 **When customers place an order with your business, do they receive an e-mail or notification confirming that their order has been received?**

☐ Yes

☐ No   ➜ Go to question 47

☐ Doesn't apply; our business does not receive orders directly from customers   ➜ Go to question 47

45 **Is the confirmation e-mail (or notification) sent to customers in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➜ If you answered "Yes" to questions 45a and 45b, answer question 46. Otherwise, go to section 8.

46 **For French and English, is the confirmation e-mail (or notification) sent by your business:**

☐ only in French or only in English, depending on the language the order was received in?

☐ in both French and English?

47   **When a customer makes a purchase from your business, is the invoice (digital or paper) sent in the following languages?**

		Yes	No
a)	French	☐	☐
b)	English	☐	☐
c)	Other language(s)	☐	☐

➜ If you answered "Yes" to questions 47a <u>and</u> 47b, answer question 48. Otherwise, go to section 8.

48   **For French and English, is the invoice sent by your business:**

☐ only in French or only in English, depending on the language the order was received in?

☐ in both French and English?

Section 8   **Reasons for using languages**

➜ If you indicated in the previous questions that your business uses only or more French in some of its e-commerce tools, answer question 49. Otherwise, go to question 50.

E-commerce tools include websites, applications*, social media accounts and digital newsletters.

49   **What are the reason(s) why your business uses only or more French in some of its e-commerce tools?**

Check all that apply

☐ Our customers are mainly Francophones.

☐ Our business lacks the financial resources for translating into English.

☐ Our business favours French because it is located in Québec.

☐ Our business does not have access to qualified personnel for translating into or writing in English.

☐ Other reason, specify: |_____|

➜ If you indicated in the previous questions that your business uses only or more English in some of its e-commerce tools, answer question 50.

E-commerce tools include websites, applications*, social media accounts and digital newsletters.

50   **What are the reason(s) why your business uses only or more English in some of its e-commerce tools?**

Check all that apply.

☐ Our customers are mainly Anglophones.

☐ Our business lacks the financial resources for translating into French.

☐ There is no obligation regarding the use of languages other than English in our e-commerce tools.

☐ Our business does not have access to qualified personnel for translating into or writing in French.

☐ Decisions about the content of our e-commerce tools are made outside Québec.

☐ Other reason, specify: |_____|

Comments

If you have any comments about the study, please enter them below. Rest assured that we review all comments received with a view to improving the study.

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Statistique Québec thanks you for your cooperation.